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Discover town centers: educational urban information

Jeffrey Huff

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City of Rochester

Bureau of Public Information
Office of the City Manager

City Hall

June 3, 1976

Professor R. Roger Remington
Chairman
Department of Communication Design
College of Fine and Applied Arts
Rochester Institute of Technology
One Lomb Memorial Drive
Rochester, New York 14623

Dear Roger:

Just a quick note to voice my acceptance of the work that Jeff Huff has presented for his graduate thesis.

I found his presentation to be quite extensive and feel that he has more than adequately fulfilled the requirements of a thesis project.

It has been my pleasure to serve on his thesis committee and hope that I can render continued assistance in future projects.

Sincerely,

Lee Green
Graphic Designer

LG/joc
xc: Jeff Huff

DISCOVER TOWN CENTERS:
EDUCATIONAL URBAN INFORMATION

by
Jeffrey M. Huff

Candidate for the Master of Fine Arts
Degree in the College of Fine and Applied
Arts of the Rochester Institute of
Technology

June 2, 1976

Advisor: R. Roger Remington

approved
6/11/76

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Thesis Committee

R. Roger Remington, Advisor

Joe Watson, Faculty

Lee Green, Graphic Designer

for the City of Rochester

Dedication

This thesis is dedicated to Mrs. Jane Huff and Mr. Jesse F. Huff for without their constant and never ending faith and inspiration this work may never have been completed.

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Introduction

"Discover Town Centers" is a thematic program of the Urbanarium at Rochester Institute of Technology. Its purpose is to gain a perspective of town centers' past; look at the powerful forces shaping today; and prepare ourselves to make the decisions that will chart tomorrow.

"Discover Town Centers" is sponsored by the Urbanarium. It was established in 1973 to improve the quality of life in the greater Rochester area by acting as a community educational resource. Their mission is to identify pressing physical, social and economic needs and to bring together the resources of the areas' educational institutions to help find alternative answers to these needs.

The Urbanarium is hosted by Rochester Institute of Technology and initially funded by the W. K. Kellogg Foundation of Battle Creek, Michigan.

This thesis covers the concept and development of the "Discover Town Centers" logotype and its applications. The main emphasis of the thesis however, is an exhibition of the history of Rochester in a collection of maps and finally a new map serving a public information need.

Background of the "Discover Town Centers" Program

The primary goal of the "Discover Town Centers" program is to challenge the citizens of Rochester and surrounding town centers with involvement in the maintenance and healthy progress of the town center as an economic, residential, recreational and cultured focus for the regional area. The Urbanarium's role is not to advocate but to bring an awareness of the past, present and future opportunities afforded the individual through active participation. In addition to this stimulation it is part of the goal to identify projects for possible consideration by business, neighborhood organizations and educational institutions which would involve the individual and benefit the whole.

The "Discover Town Centers" project is a catalyst for building bridges between downtown and suburbs, but allowing each town center an awareness of itself while realizing the strength of the whole.

This may be accomplished by assembling and listening to a resource team of already active people to achieve an overview for the educational purpose of the community-at-large and the Urbanarium then communicating this overview through the program of work, e.g. film festivals, educational programs, and projects, (such as this thesis project), collecting

information from these events and bringing it back to the council and the resource team.

It seems a very good idea in a year when many Americans are scanning their past that the "Discover Town Centers" project could help us understand our present and future. Michael Geissinger, assistant professor of photography at Rochester Institute of Technology, and James Lardner, Community Services Manager for Gannett Rochester Newspapers, are the co-chairmen in the development of "Discover Town Centers." They believe the program is an important first step in making people aware of the variety of resources available in town centers. Mr. Lardner says "Citizen participation is the key to the success of the program and humanism in every aspect of life seems to be the goal of the future."

It seemed quite fitting then that our educational institutions should be involved and that students could play a leading role in the educational programs and projects. Many of these projects were of a communication nature. Among the project participants in the "Discover Town Centers program, were a team of graduate students in the Department of Communication Design of the College of Fine and Applied Arts at Rochester Institute of Technology. The project time frame was from January to June, 1976.

Rochester was the arena for this study of urban information. The primary goal of the classroom projects was to examine critically the urban area and recommend means by which information might be more effectively developed and released to the public.

As a result the center of concern for this thesis project is an identity system for the "Discover Town Centers" program including logotype development, posters, brochure and stationery. The main thrust of the thesis however, is urban information in the form of a free standing exhibit existing of maps of Rochester, New York and a new map of the Central Business District designed to meet a real public information need.

Thesis Objectives

The objectives for the thesis were designed in three distinct categories.

1. Research
2. Identity / Application
3. Information Development

First is the research stage. Having been appointed to the initial committee of the program, it was easy to see the project take form and develop. The committee meetings were clear and positive and dealt with the goals of the project and ideas to stimulate citizens to take action in their town centers. These meetings were responsible for parameters for development of the logotype.

Research

Research for the exhibition of maps took a more literal avenue. Before any maps could be collected, an understanding had to be obtained as to Rochester's development from a frontier wilderness right up to present and future plans. The person most instrumental in aiding this task was Joe Barnes, the Monroe County Historian. His help was very enlightening and extremely important in making an intelligent selection from the many maps of Rochester down through the years.

Research for a new graphic map of Rochester lead a path from the Rundel Library in Downtown

Rochester to the city's Bureau of Public Information and finally ending at the Bureau of Traffic Engineering.

Identity / Applications

The second objective was to develop an identity system for the "Discover Town Centers" program. The information gained from the research stage proved extremely valuable for the development of a logotype and system of applications. (See Appendix)

Information Development

The third objective of the thesis was to examine critically the core urban area of Rochester and recommend means by which information might be more effectively developed and released to the public. The outcome of the objective is the exhibit of maps giving a brief history of Rochester and the new map showing traffic density and primary one-way streets in the Central Business District.

Logotype Concept

Research for the logotype was done through a series of meetings by a committee primarily composed of the Urbanarium staff. Before thoughts could be gathered for the "Discover Town Centers" program, an understanding of the Urbanarium was essential. The Urbanarium was established to improve the quality of life. It is a catalyst and a communicator. The Urbanarium therefore desired the public to be aware of their town centers. Hopefully then the public would be inspired to take action to see these centers survive and do well for all.

Next, a definition of a town center took the spotlight. Tom Toole, a council member of the Urbanarium offered this description. "A town center, city or village or suburb is the focal point of the varied resources of a community; both tangible and intangible. It is a concentration of its business, its development and its people; the wellspring of a community's identity and achievements."

With these thoughts in mind, adequate information was gathered to form a concept for the logotype. First, because the program would be a sibling of the Urbanarium, the mark would have to give a feeling of its parent. Secondly, the mark would have to give a perceptual feeling of an interesting center with component parts working together to make the whole.

Methodology and Development

After the concept was completed, a list of priorities was set.

1. To show an interesting center.
2. To give a feeling of parts working together to make the whole.
3. To relate to the standard Urbanarium logotype.

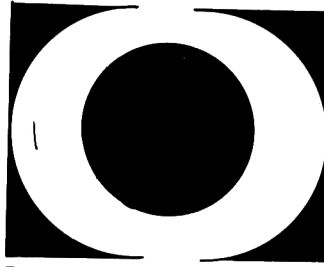
Having the concept and priorities set, development of the logotype could then be seen as a series of experiments in visual communication. One beginning thought shown graphically can easily lead to another and so on until a solution most clearly meets the identity requirements.

There are many means by which to discover viable answers in solving a problem of this nature. Considered for this project were two very obvious elements of design.

1. Symbology (abstract)
2. Typography

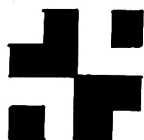
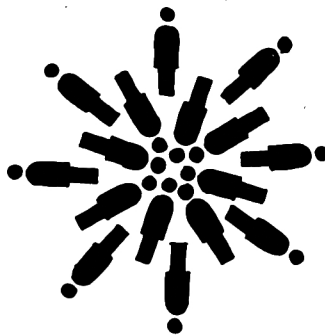
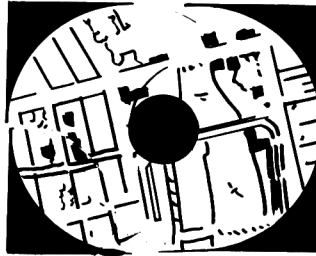
Using the process mentioned, development of the logotype was attempted using symbology. After a period of time it was felt that although some of the experiments looked graphically pleasing (figure 1) all the requirements were not met. The idea rose that a typological solution may help give an Urbanarium feel while what was learned from the symbology experiments could be combined. (figure 2)

Soon after, bits and pieces of the present solution emerged. (figure 3) Finally a typeface had to be chosen from which the logotype could be developed. Anzeigen Grotesk was picked because of the condensed appearance and its legibility. (figure 4) Experiments lead to outlining the face and breaking the lines carefully to engender an Urbanarium touch. What was gained from the symbology experiments was then combined and worked to a pleasing arrangement and also satisfying the concept and the priorities. (figure 5)



Discover
**Town
Centers**

Discover
**Town
Centers**



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TOWN
CENTERS

**Discover
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Centers**

DISCOVER
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Discover Town Centers

Discover Town Centers

Application Objectives and Design

The applications were designed to give distinctive form to the program. The audience was primarily businessmen and city employees.

First a general information brochure was needed for the project. The cover was designed so that the logo would be seen first and a small explanatory "slogan" sentence second. The body copy was done in Helvetica because of its compatability with the mark and its simplicity being a sans-serif typeface. The copy explained the divisions in the program and informed the reader that he was welcome to participate. (figure 6)

Two thousand brochures were printed at Tucker Printing Company on a Carnival Groove 80 lb. paper. It was designed to be one of four pieces delivered in a nine by twelve inch envelope. Other applications, production specifications, production schedules, and publication schedules are included in the appendix.

Discover Town Centers

... finding new meaning where we live and work.

Center Sight

- Millions of dollars spent on Downtown development – a wise or wasted investment?
- Suburban cow pastures transformed into mammoth regional shopping malls.
- Villages restoring their past as they renovate their village greens.

A diversity of communities in the Greater Rochester Area are thinking about, studying, planning for, and investing in their town centers.

Why? For What? Will it succeed?

To answer these questions we need to know what town centers have been . . . and can be.

Every city, town and village has grown out of a common focus of its energies, its ideas, its capital.

It is the very 'center' from which springs its

commerce, culture, legal and political institutions.

From city square to the village green, the town

center is much more than just a geographic

locale . . . it is a place where people come

together . . . where people find a communal identity.

We invite you to join us in exploring the role of town centers. Together, we will gain a perspective of their past; look hard at the powerful forces shaping their today; and prepare ourselves to make the decisions that will chart the directions for their tomorrow.

Center Spirit

Designed for planners, developers, investors, policymakers and citizens, the "Discover Town Centers" program will highlight current nationwide efforts and stimulate new insights which can be applied locally.

A series of varied activities will probe such questions as:

- New development vs. preservation
- Competition among commercial centers
- New images for Downtown
- Transportation linkages between 'centers'

Initial program efforts will include:

Forums and informal seminars

National and local speakers, technical experts, developers, planners and others will share views on issues, conflicts in values, and planning alternatives.

Film programs

A variety of media will further explore and interpret the activities and functions of town centers.

Public media competition

Citizens, students and professionals will document past efforts and present ideas for improving city, town and village centers.

Project assistance

Supporting resources will be made available to neighborhood, civic and educational organizations involved in 'center' exploration and development.

Exhibits and media programs

Interpretive materials developed during the project will be shown throughout the region for expanded community education. These are expected to include television and audio-visual programming, educational games and publications.

Communications

A region-wide newsletter will provide a program update and link participants for mutual support.

This is only the beginning. With your interest, additional program efforts may be developed.

Center Challenge

"Discover Town Centers" is a community-participation program.

It is a program conceived as a catalyst – for education and action. **And action means you.**

Give us a call at (716) 464-2938. Or write

Urbanarium Coordinating Offices, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, NY 14623.

Discover
Town
Centers

The Exhibit

Going with the classroom goal to examine Rochester critically and recommend means by which information might be more effectively developed and released to the public, it was suggested that a collection of maps might help us understand how Rochester developed as a town center.

Enlarging on this idea became the main part of the thesis. After careful thought, goals and objectives were created. The exhibition was an observable collection of existing maps of Rochester, New York. This exhibit revealed past, present and future plans which displayed the structure of this community and its town centers. A second part involved the creative development of a new map specifically designed to meet a real community information need.

Objectives

The exhibit was developed to:

1. Show the growth and development of Rochester as a town center from its beginning to its long range future plans
2. Create an awareness by the public of town centers in the Rochester community
3. Stimulate an increase in involvement by the public in their town centers

The research stage of the exhibit was very important and personally rewarding. Joe Barnes, the Monroe County Historian, was called upon to give as complete a background as possible on the development of Rochester. Mr. Barnes was more than happy to cooperate and a great deal of thanks is owed him.

Development

Having an understanding in Rochester's history, development of the exhibit was the next step. Examining and locating rare valuable maps seemed to be the logical first move. Researching past publications and investigating various local history groups lead to the collection of maps at the county historian's office at the Rundel Library. Much time was saved by this discovery since the collection was more than adequate covering all periods of Rochester's development.

Having a feel for the development of Rochester one could possibly conclude that there were four periods or distinctions.

1. Flour City
2. Canal Town
3. Flower City
4. Industry

These distinctions could lead to definite divisions or sections in the exhibit. However upon closer scrutiny, one realizes that they were nearly simultaneous. It is true the distinctions happened in the order above but they critically overlapped in time. Therefore it was decided that maps were to be chosen and presented in a chronological order with no divisions or distinctions. (figure 7)

Choosing the maps was a very difficult task. The Rundel Library (under the past direction of Blake McKelvey and currently under Joe Barnes)

has an admirable collection of maps of Rochester and Monroe County. Thousands of maps in all divisions are kept in very good condition and are available for public inspection. The goal was to narrow these to 20 or 25 maps best reflecting Rochester's changes. The most obvious avenue was to start from Colonel Rochester's first map of the hundred acre tract and follow the line of cartographers dealing with:

1. The first settlers
2. The village of Rochester
3. The city of Rochester

Chronologically they were:

1. Nathaniel Rochester - 1812
2. Edwin Scrantom - 1814
3. Elisha Johnson - 1818
4. Silas Cornell - 1818
5. Horatio Fenn - 1820
6. Valentine Gill - 1832
7. Drew Allis and Company - 1900
8. R. L. Polk and Company - 1950

Once this was known a selection could then be made of their maps. A list of 50 maps was made and cut to the present 21 maps in the exhibition. The final maps as they appear are:

1. A map of the hundred acre tract as originally laid out by Colonel Rochester in 1811
2. A map of the hundred acre tract laid out

by Nathaniel Rochester traced and corrected in 1955

3. A map of Rochester in the spring of 1814 made to accompany Kelsey's Lives and Reminiscences of the Pioneers of Rochester
4. A map of Messrs. Johnson and Seymour's land on the east side of the Genesee River at Rochester where they have for sale 220 village lots, 40 water lots for hydraulic machinery situated on a canal 40 feet wide and four feet in depth of water
5. A map of the area around the Genesee at Main Street, one of the first Cornell maps
6. A map of the village of Rochester by Horatio Fenn in 1820, as drawn from an actual survey; it was dedicated to the pioneers of the Genesee Valley
7. A map of Rochester by Elisha Johnson with added notes and locations by Leonard M. Weiner; it shows the route taken by Lafayette in 1825
8. A map of Rochester from a survey to Johnathon Child, Esq. of this village; most humbly and respectfully inscribed by Valentine Gill in 1832
- 9, 10 & 11. Maps of Rochester by Silas Cornell
12. A map of the City of Rochester by Drew Allis and Company
13. A map of the City of Rochester showing the Seneca and Genesee Parks
14. A map of the city showing the railroad lines in use
15. "The latest and greatest aerial photographic achievement of Rochester in 1921

16. A map of the City of Rochester by the City Planning Bureau of Monroe County, Department of Public Works, Division of Regional Planning
- 17, 18, & 19. Maps done by R. L. Polk and Company
20. A map of the City of Rochester showing locations of high schools, hospitals, stadiums, parks, museums, and county offices
21. A map showing proposed plans for the City of Rochester from 1965 to 1975

Design and Fabrication

In fabricating an exhibit many questions must be answered before the designer sits down at the board. Here are ten having the most importance:

1. How much space may be used?
2. Has the message been defined clearly?
3. Who is the audience?
4. What media will be used?
5. What is the budget?
6. What materials should be used?
7. Will type be involved?
8. Will sound be involved?
9. Will special effects be involved?
10. Is it a traveling exhibit?

1. Space

Speaking with both the client and the thesis advisor, the decision was made that space would not be a problem. The exhibition would be exposed in places of great size. Some of the hosts planned were Midtown Plaza, The Chamber of Commerce, American Institute of Architects Convention in Philadelphia and the Graduate Thesis Show at RIT. This information also answered question number ten since the exhibit would travel from place to place. These decisions lead to the idea of a free standing exhibit that could be viewed from both sides.

2. The Message

Having done the research and possessing the maps, the message had been clearly defined. The main message of the exhibit was to reveal past, present and future plans which display the structure of the Rochester community and its town centers via a collection of maps.

3. Audience

The audience would vary from the general public to businessmen and government officials.

4. Media

Before the discovery of the maps at the Rundel Library, there existed very little concern over which media to use in displaying the maps. It was known that copies had to be made of the more valuable maps and most maps would be too large to display together. Photography seemed to be the only answer. Great concern however was placed on what photographic tools should be used to give the desired effect. After the discovery at the Rundel, it was obvious that photo mechanical transfers could be made of all maps concerned. (figure 8)

Photo mechanical transfers could:

1. Copy valuable maps without danger
2. Reduce large maps to any size desired
3. Keep detail to the smallest line and piece of type

5. Budget

The budget was considerably small to produce a free standing exhibit of this kind. The Urbanarium commissioned two hundred dollars for this project. Additional in-kind support was provided by the department of Communication Design.

6. Materials

Because of the budget, materials had to be used accordingly. Lumber was considered over plastics and aluminum. Conduit was chosen over steel tubing. (figure 9)

Here is a list of the materials and costs.

<u>Quantity</u>	<u>Description</u>	<u>Cost</u>
14	2" x 3" 4',4" pine	\$ 21.00
14	2" x 3" 4',2" pine	21.00
8	4' x 3½' tempered masonite	21.00
16	4' x 9" tempered masonite	8.00
4	cans black primer	4.39
6	cans black paint	8.52
11	18" x 24" PMT	75.00
8	½" x 10' conduit	10.00
17	48" x 60" matboard white	32.00
		<hr/>
		\$200.91



7. Type

Copy was needed to give explanations and descriptions of the various maps. The bottom of each explanation was titled "a history in maps." This reminded the viewer as he walked through the exhibit of its purpose.

The type chosen was a 12 point Helvetica Medium and for the chronological distinctions a 50mm Helvetica Medium. This type was chosen because of its readability and to be consistent in the "Discover Town Centers" program. To eliminate type setting costs, the copy was set in the RIT School of Printing.

8. Sound

Because of the budget and nature of the project sound was not necessary.

9. Special Effects

Again because of the nature of the exhibit special effects were not necessary.

10. Traveling Exhibit

This question was answered in item number one.

The New Map

The second part of the main effort of this thesis was a new map of the Central Business District of Rochester. This map was designed to meet a real community information need. It would hopefully supply the Rochester citizen with new information that will lead to his greater participation in the various town centers. Richard Saul Wurman once said: "A map is a record of resources presented in such a way that it allows other people to recognize or gain access to them."

The research phase of this project coincided with the research for the exhibit. Discovering the various maps through the years gave a good description of the kind of information the Rochesterian had been exposed to. With this in mind a concept was drafted. One of the ways in which the public would feel less inhibited in the city would be educating them on the way the streets in the city function.

A simple demonstration of that would be to show the traffic flow or density and illustrate which main arteries are one-way streets.

After a productive meeting with Lee Green of the City Bureau of Public Information, the next step was to consult the Bureau of Traffic Engineering. A brief meeting there provided the necessary information to begin the graphic design work.

Development

Once the information was gathered, the decision was made to illustrate graphically the daily traffic density and one-way streets. A map showing a traffic count was provided by the Bureau of Traffic Engineering. The map showed the count of vehicles at each intersection in the County of Monroe. For graphic purposes an average of traffic was made for each street. Also provided was a map showing the traffic directions of the main arteries. The traffic averages from most to least are as follows.

Main Street	24,000	vehicles/24 hr period
State Street	18,600	
Clinton Avenue	17,950	
St. Paul Street	17,425	
Broad Street	14,133	
East Avenue	13,850	
Plymouth Avenue	11,350	
North Avenue	9,100	
Monroe Avenue Ext.	6,300	
Court Street	6,000	

Four divisions were made.

6,000 - 10,000	vehicles/24 hr period
11,000 - 15,000	
16,000 - 20,000	
21,000 - 25,000	

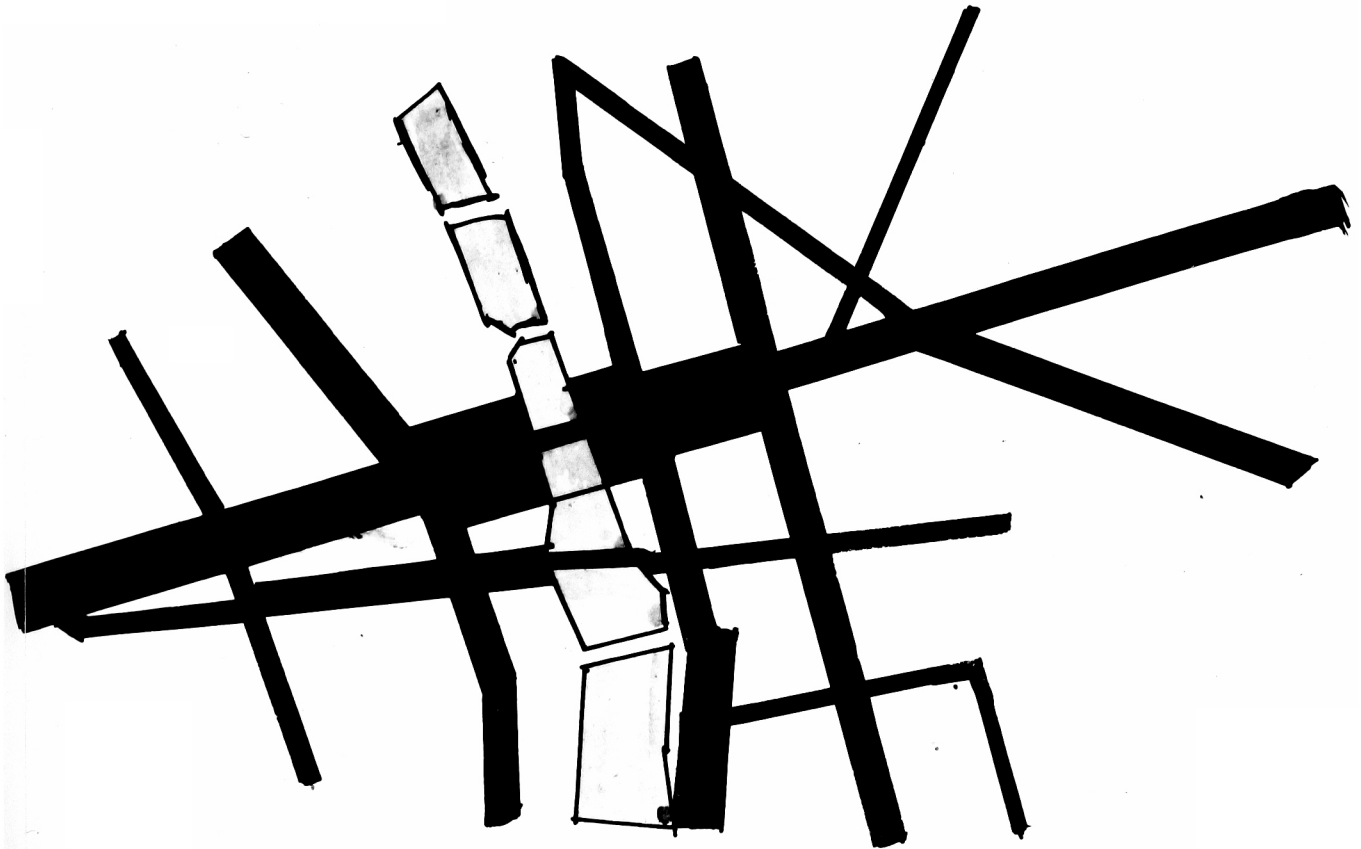
Next, an accurate tracing was made from the Greater Rochester map published by the Regional Transit Service Inc. (figure 10) Graphic experiments were then made to see how far one could push the line weights before information became confused.

Line weights varied according to the amount of traffic on that artery in a 24 hour period. The least traffic had the thinnest lines and the most traffic had the thickest lines. (figure 11)

One-way streets were indicated by arrows. Two-way streets involved an unbroken white line running the length in the center of the artery.

The typography was designed to reflect the concept of contrast in line weight. Used were Helvetica Light and Helvetica Medium. A legend was provided along with an explanation of line weights, solid lines, broken lines and arrows.

For distribution to the public, the map was designed to fit on the back of a "Discover Town Centers" envelope. With this application, funds could be saved in the purchase of stock.

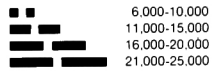


Daily Traffic **Density** and One Way Streets



Line Weights indicate average amount of traffic in a twenty four hour period. **Solid Lines** indicate two way traffic.

Broken Lines with Arrows indicate one way streets and direction.



Conclusion

In conclusion, it is useful to relate initial project objectives to final project outcomes.

The first objective was to research the Urbanarium and all concerns of the "Discover Town Centers" program. This research stage was extremely helpful in the development of this thesis and for the most part was personally enlightening. The most impressive fact is that the program was geared to conveying this research to the Rochester Public for their own enlightenment.

The second objective was to develop a comprehensive identity system for the "Discover Town Centers" program. The system was researched and designed. All that can be said at this writing is that it was received well and it was appreciated by the Urbanarium staff for having had such a short time line. Results however will not be in until the program is completed sometime in the fall of 1976.

The third and final objective was to examine critically the urban area and recommend means by which information might be more effectively developed and released to the public. To answer this objective an observable collection of existing maps of Rochester was developed to reveal past, present and future plans which displayed the structure of this community and its town centers. The second part involved

the creative development of a new map specifically designed to meet a real community information need.

I have been fortunate to have worked on a realistic thesis that will be used to communicate to and educate the public. Knowing where we've come from, where we are and using what we've learned to speculate about the future is basic for our understanding of how to help each other.

Appendix

- I "Discover Town Centers" Publications Schedule
- II "Discover Town Centers" Production Specifications
- III "Discover Town Centers" Production Schedule
- IV "Discover Town Centers" Time Line
- V Brief History of Rochester

DISCOVER TOWN CENTERS

Publications Schedule

TITLE	ITEM	DISTRIBUTION	QUANT.	DATE
Kick-Off Mtg.	c) Brochure	Hand-out	100	1/29/76
#500 Package-A	a) Envelope b) Letter #1 - c) Brochure	Mail (3rd)	300 - 500	2/3/76
#500 Package-B	a) Envelope d) Poster #1	Mail (3rd)	500	3/1/76
#2000 Package-A	a) Envelope d) Poster #2 e) TC/News #1	Mail (3rd)	2000	4/1/76
#2000 Package-B	a) Envelope d) Poster #3 e) TC/News #2	Mail (3rd)	2000	6/1 /76
Community Mtgs.	c) Brochure	Hand-out	500	As Needed
Urb. Exhibit	c) Brochure	Hand-out	500	As Needed
Correspondence	b) Letter #2 Yours #1	Mail (1st)	1000	As Needed
Correspondence	a) Envelope	Mail (1st)	500	As Needed
Correspondence	c) Brochure	Mail (1st)	500	As Needed

NOTE: CORRESPONDENCE INCLUDES
MEDIA RELATIONS.

PRODUCTION SPECIFICATIONS #1

ITEM	STOCK	RUN #	INK/1	INK/2	SIZE	FOLD	QUANT.	DELIVERY
a) ENVELOPE (w/3rd class indicia)	AMERICANA/80#,TEXT/IVORY	1	BLACK	PMS#457	9x12	NONE	4.5M	1/28/76
b) ENVELOPE (w/out indicia)	AMERICANA/80#, TEXT/IVORY	1	BLACK	PMS#457	9x12	NONE	0.5M	1/28/76
c) LETTERHEAD (vertical)	AMERICANA/80#,TEXT/IVORY	1	BLACK	PMS#457	8½x11	NONE	2.0M	1/28/76
d) B-L-A-N-K SHEETS	AMERICANA/80#,TEXT/IVORY	1	-----	-----	8½x11	NONE	0.5M	1/28/76
e) LETTERHEAD (horizontal)	<u>preprint</u> AMERICANA/80#,TEXT/IVORY	1	BLACK	PMS#457	8½x11	NONE	0.5M	HOLD
	<u>imprint</u>	2	BLACK	PMS#457	8½x11	1/2	0.5M	2/9/76
f) BROCHURE	CARNIVAL GROOVE/BEIGE	1	BLACK	PMS#455	9x12	1/2	2.0M	1/28/76
g) POSTER	CARNIVAL GROOVE/YELLOW	3	-----	PMS#457	11x17	NONE	1.0M	HOLD
	<u>imprint</u>	4	BLACK	-----	11x17	1/2-BF	1.0M	2/28/76
h) POSTER	CARNIVAL GROOVE/BEIGE	3	-----	PMS#455	11x17	NONE	2.0M	HOLD
	<u>imprint</u>	6	BLACK	-----	11x17	1/2-BF	2.0M	3/31/76
i) POSTER	CARNIVAL GROOVE/GREEN	3	-----	PMS#455	11x17	NONE	2.0M	HOLD
	<u>imprint</u>	5	BLACK	-----	11x17	1/2-BF	2.0M	5/31/76

DISCOVER TOWN CENTERS

Production Schedule

ITEM	QUANTITY	DELIVERY DATE
a) Envelope (w/3rd Class Indicia)	4.5M	2/2/76
(w/out Indicia)	.5M	2/2/76
b) Letter #1	.5M	2/2/76
Letter #2	1. M	2/2/76
c) Brochure	2. M	1/28/76
d) Poster (pre-print)	4.5M	2/28/76
Poster #1 (imprint)	.5M	2/28/76
Poster #2 (imprint)	2. M	3/31/76
Poster #3 (imprint)	2. M	5/31/76
e) TC/News (pre-print)	4. M	3/31/76
TC/News #1 (imprint)	2. M	3/31/76
TC/News #2 (imprint)	2. M	5/31/76

PROJECTED MINIMUM BUDGET

Printing (incl. some comp.)	\$ 3,000
Postage	300
Creative Services	700
total	\$ 4,000

Appendix IV

DISCOVER TOWN CENTERS City Maps Timeline

JAN 5	FEB 9	March 1	March 22	April 9	June 1
town center identity and applications	research and project definitions	visual design development	fabrication of exhibit & new map	Showing & documentation begins	Thesis document completed

Appendix V

A Brief History of Rochester

It seems hardly fitting to pass over such an interesting subject as the development of Rochester. A very brief history is offered here so that you the reader may have a more broad understanding of the involvement of this exhibit.

In the early eighteen hundreds, people were moving across and exploring their country. As this happened, they would stop and stay where they felt comfortable and saw a bright future. The Genesee region was very attractive to many and among those people was Colonel Nathaniel Rochester. Seeing the potential, he and his partners bought a hundred acre tract by the falls on the Genesee River. He was the first to see the possibilities of using the falls as power. He was also the first civic leader. The area was filling up quickly so Rochester divided the hundred acres into lots for a commercial and milling center. Grist and lumber mills soon sprung up.

Then in 1825 the greatest single state public-works project was completed. Named the Erie Canal, it crossed the hundred acres and intersected just above the main falls. This project was soon to make Rochester America's first boom town. For a few decades Rochester was the flour milling capital of the world. The population of the flour city multiplied tenfold.

in 40 years. All too soon though, milling lost prominence. The canal engendered important second industries such as barrel making, boat building, and the hotel business. Then appeared breweries, edge tool, furniture, carpet factories, wholesalers, retailers and shops of specialized craftsmen.

Next came a period of time in Rochester's history known as flower town. George Ellwanger from Germany and Patrick Barry from Ireland owned a nursery near Mount Hope Avenue. Because of the great depth of Lake Ontario there was an ideal climate for growing seedlings and young trees. Since the lake never became frozen solid, it was a safeguard against the low temperatures and lent much moisture. This made Rochester a major fruit growing region.

Nature until now had a great deal to do with the development of Rochester. That changed when a man by the name of John Jacob Bausch and Henry Lomb started industrial technology by making spectacles. Then people like Hiram Sibley, Daniel Powers and George Eastman with his Kodak had different and great plans for the growth of Rochester. Education was then needed to help the citizen be skilled enough to work. Aside from the University of Rochester, a new school had to be founded to help educate the people in a technical sense. Then called the Mechanics Institute it is today called the Rochester Institute of Technology.

Blake McKelvey once said:

"As Rochester's technological industries multiplied, the city was finally transformed from one based on water power to one in which knowledge is power."